

Maximizing Your **Firm's Profits in Today's Market**

CASE STUDY: PROVEN ROI FOR SMALL, MEDIUM AND LARGE LAW FIRMS



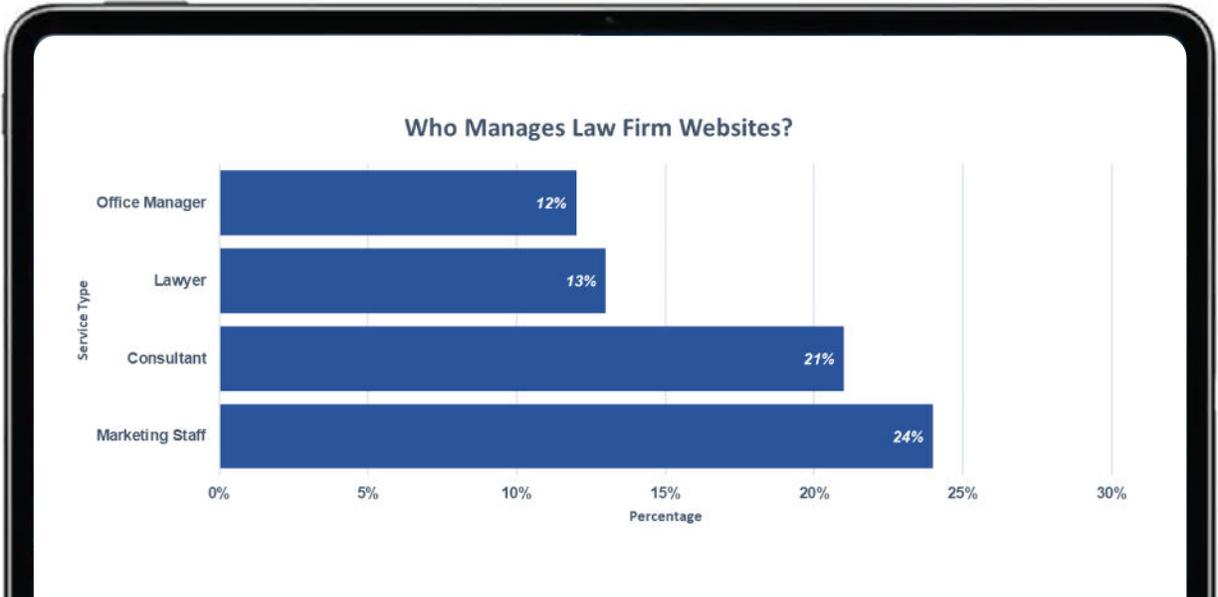


All firms investing in marketing with **Consultwebs** have seen an increase in their ROI, return on investment. You'll see the proof in the following chapters, but it helps to first take a step back to understand **the current status of the legal market** before going further.

The last decade has seen a steady decline in using traditional media in favor of customizable and trackable driven efforts like digital marketing. Firms nowadays want to nurture prospects and eventually turn them into clients in the most seamless way possible. In today's market, this is possible through a dynamic website.

The **American Bar Association's Web Marketing TechReport 2021** found that firms think "a website can be a powerful way to communicate a law firm's message and information about its services to the community, potential clients, and referral sources." This explains why **more firms are investing in their own websites, from from 77% in 2018 to a high of 94% in 2021.**

ABA also states that firms manage their marketing through external services. With that in mind, who's taking care of these firms' websites? Here's an overview:



With these figures, it's clear that:

- + The majority of firms currently have a website.
- + Firms are starting to relinquish the burden of managing a website by themselves, instead seeking external managers, primarily in the form of a marketing staff.

The 2 main reasons why more firms are relying on external legal marketing:

- + **Expertise. Legal marketing expertise is essential because websites need constant and personal care.** Firms who want to get the most out of their website need the help of **legal SEO, search engine optimization.**
- + **ROI. Legal marketing is an investment, not a cost.** The firms that view marketing as such and opt to invest in it today know that they will surely get a return from such efforts tomorrow. Again, more proof can be found in the following chapters.

Before delving into the data findings, one critical question should be addressed.



WHEN CAN FIRMS EXPECT RESULTS FROM THEIR

SEO investment?

It's difficult to project, and every firm will vary depending on many factors, e.g., market size and investment. However, in the early stages, new campaigns require extensive upfront work to assess the firm's current situation, determine goals and create a plan of action. You can expect this step to take several months.

Firms like yours can get the results desired through legal marketing. However, getting there requires patience and the trust that your investment will pay off in the end. The firms that adopt this mentality with marketing will bear the fruits of their investment.

OVERVIEW



Why firms are choosing Consultwebs

Since 1999, **Consultwebs** has successfully provided law firms the tools and strategies needed to dominate search rankings, rack up top-quality leads, and, most importantly, get bottom-line results.

The purpose behind this case study

Law firms are under increasing pressure to serve the needs of their business, reduce costs and maximize profits. This has been and is possible through top-notch legal marketing services.

Besides having quality marketing, an essential part of the marketing process is evaluating its performance and impact, and how it profits your firm. By doing so, you can quantify how much your marketing efforts are improving your books. This case study aims to show what this looks like.



The 2 types of case studies

- + The average leads and case intake for all law firms.
- + *The SEO ROI by market size.*

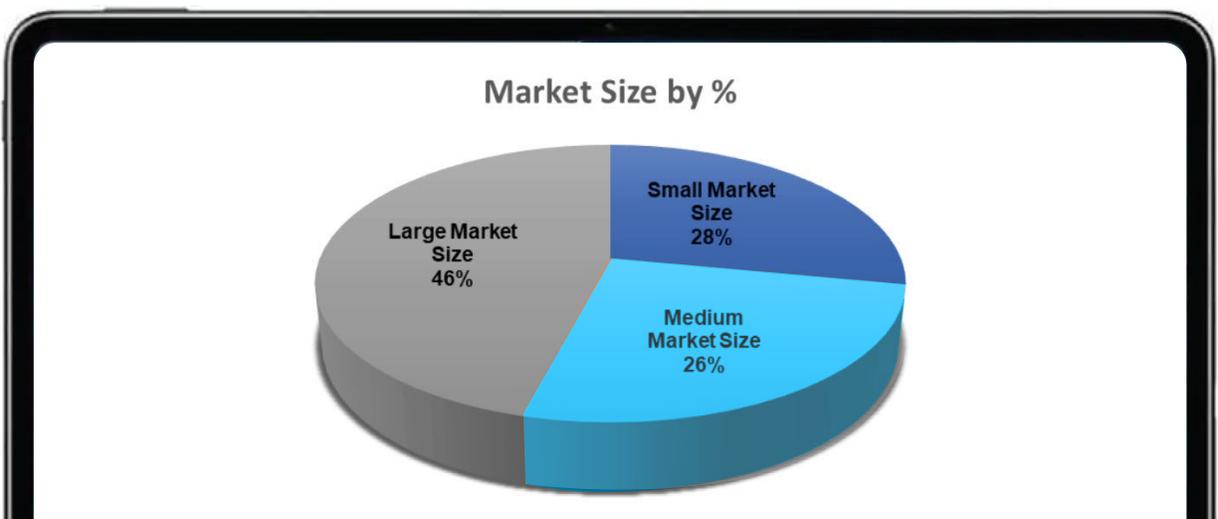
*Market size refers to the city/region that the firm is targeting specifically for SEO. Small markets have a population of 200k or less, medium is 201k-599k, and large is 600k+.

Time frame

Although every SEO strategy is tailored to fit the firm's needs, it's critical to keep in mind that SEO is focused on long-term results. Therefore, the typical timeframe is 12+ months for firms to start seeing significant results from their investment. In this case, the timeline is from month 1 to month 13.

Total number of participant firms

There's a total of 137 firms participating. Here's a breakdown per market size:



Please note: the 137 firms were separated based upon their initial investment. As time progresses and firms see the results they need, their investment may increase.



Metrics to keep in mind

- + **Lead:** an individual that expressed interest in your firm's services.
 - + **Cost per Lead:** Measures the cost-effectiveness of your firm's campaigns when generating new leads.
 - The ultimate goal is to minimize the cost per lead.
 - + **Average Leads:** An aggregate of the leads generated over time.
 - The ultimate goal is to increase the average leads.
 - + **Cost per Case:** The average cost of signing a single case.
 - The ultimate goal is to minimize the average cost per case.
 - + **Total Cases:** The total cases over a period of time.
 - The ultimate goal is to increase the total cases.
 - + **ROI (return on investment):** The attributing profit and revenue growth from marketing efforts.
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Case Study 1:

THE AVERAGE LEADS AND CASE INTAKE FOR ALL LAW FIRMS

An essential part of marketing is evaluating its performance and impact, and how it profits your firm. Such evaluation helps to quantify how much your marketing efforts are improving your books.

This first part of the case study shows the average leads and case intake for all firms and includes all firms by market size.

Consultwebs Clients Average Cost and Number of Leads

All firms see a steady decline in their cost per lead acquisition while increasing their total lead intake in 13 months. Take a look:



Although the graph above offers an overview, more specific percentages are as follows:



And that's not all! As a whole, firms investing in legal marketing with Consultwebs see:

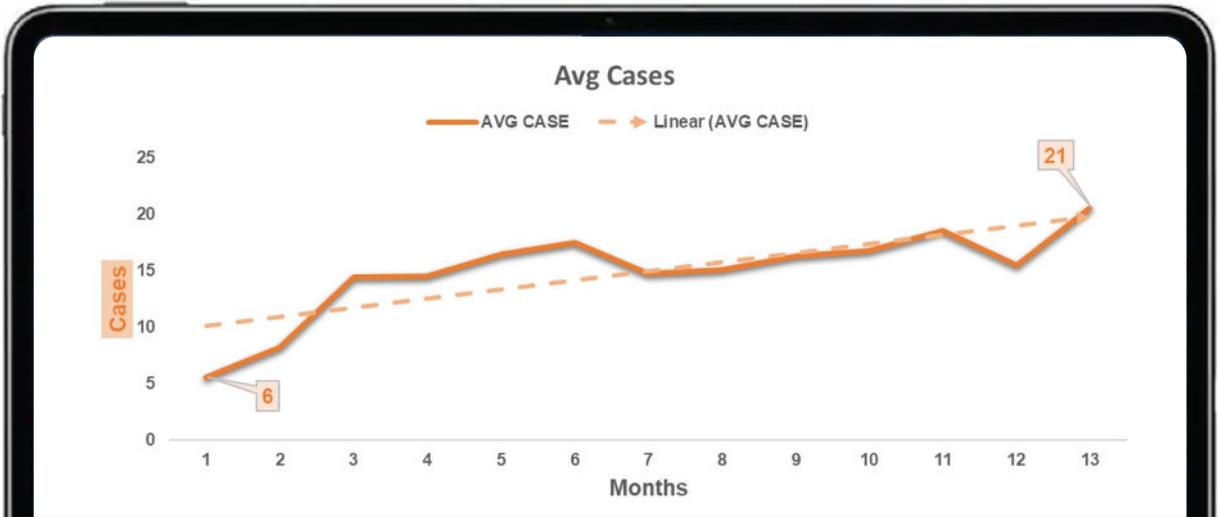
- + A decrease of 56% in the cost per case.
- + An increase of 266% in the total number of signed cases.

The graph below is helpful in visualizing these findings:





As stated above, all firms investing with Consultwebs have seen an **increase of 266% for the total number of cases**. On average, each firm sees their total cases increase over 3X after 13 months of consistent campaigning, for some there's an even higher conversion rate! Take a look:





Case Study 2:

THE SEO ROI BY MARKET SIZE

This second half of the case study divides firms based on their market size, which is defined as the total population targeted by marketing efforts. The benchmarks for these market sizes are as follows:

Market Size Criteria

- + Small Markets (Population < 200,000)
 - + Medium Markets (Population > 200,000 < 600,000)
 - + Large Markets (Population > 600,000)
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Overall, the firms in all market sizes see their cost per lead decrease by over 60% in 13 months. In addition, all firms - whether in the small, medium, or large market size - see their case intake grow by over 200% by the end of the 13-month campaign.

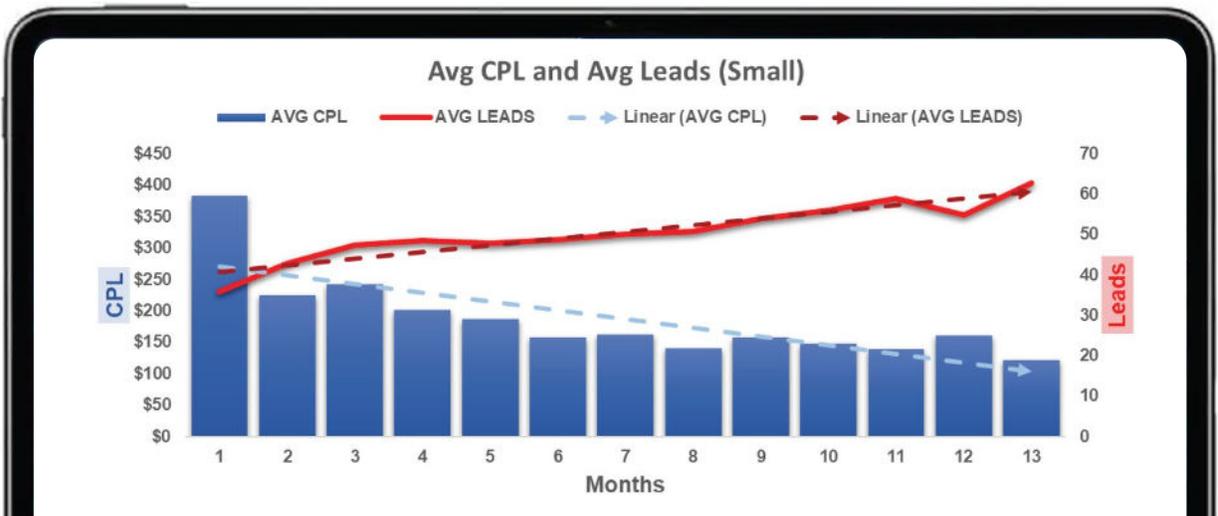
What's even better is the expected ROI for all firms is on average 7:1. Meaning, for every \$1 invested in the Consultwebs strategy, the average law firm receives \$7 in return. This is based upon an estimate of 10% of total leads converted to signed cases with a \$5,000 case fee per signed lead. These are modest estimates; many firms see more than 10% conversion and higher case fees.

Small Market Size Firm's SEO ROI

Firms in a market size population of < 200,000 reduce their cost per lead by more than half while increasing their number of leads by almost 2X.



Month after month, the cost per lead continues to decrease as the number of leads increase, as shown in the graph below:



Ultimately, the goal of generating more leads is to have a lucrative ROI. In this case, leads help to reduce the cost per case while increasing the number of cases. Generating more leads results in the steady drop of the cost per case between months 1 and 13 to 23%. See for yourself here:



As the number of leads increased by 75% by month 13, case numbers also increased. The graph below shows how a law firm in a small market substantially grows its case intake, by 232%, to be exact:



So, by the campaign's end after 13 months, **firms in the small market size have an average expected ROI of 7:1.**



Medium Market Size Firm's SEO ROI

Firms in the medium market size, > 200,000 < 600,000, also reduce their cost per lead by more than half while increasing their leads by over 200%.



Typically, a solid lead generation signifies that the campaign is working for firms of medium market size. This graph shows what that looks like:





However, increasing leads isn't all firms are after--the end goal for most firms is acquiring quantity and quality leads that can be nurtured into cases while decreasing the acquisition cost.

In this case, the firms in the medium market size see their cost per case drop by a solid 85%



Moreover, firms of medium market size see enormous growth in the number of cases acquired, jumping 200% in just 13 months of the campaign.



So, by the campaign's end after 13 months, **firms in the medium market size have an average expected ROI of 6:1.**



Large Market Size Firm's SEO ROI

Firms in the large market size, with a population size of > 600,000, reduce their cost per lead by more than half. The firms in the largest market size also see an increase in leads by 68%.



Month after month the cost per lead continues to drop as the number of leads picks up:



Ultimately, leads tie into the critical aspect of generating more and better cases. Finding leads allows firms to capture and nurture them, eventually turning them into cases.



As with the other market sizes, the firms in the largest market size see both their lead numbers and case numbers increase, the latter by a hefty 316%. In addition, their cost per case decreases by 46%. This graph tells their story:



Firms in the large market size see a total increase of 316% in cases acquired. Zooming in on the total cases after 13 months of the campaign helps demonstrate this market's increase:



So, by the campaign's end after 13 months, **firms in the large market size have an average expected ROI of 7:1.**



Takeaway:

All Firms Investing in Marketing with Consultwebs See an Increase in their ROI

Whether a firm's market spend is small, medium, or large, **it's a fact that all firms investing in marketing with Consultwebs have seen an increase in their ROI.**

All firms have seen:

- + **The cost per case decrease by 56%**
- + **The total number of cases increase by 266%**

More specifically, all firms, regardless of whether they were in the small, medium, or large market, increase their case intake:

- + **Small market size - 233% case intake increase**
- + **Medium market size - 200% case intake increase**
- + **Large market size - 316% case intake increase**

Armed with this information, many firms are turning to Consultwebs to aggressively scale without the headaches of having to acquire cases alone.



Although all marketing comes with some level of risk, it is risk that can be reduced by partnering with legal marketing experts.



**Find out how partnering with Consultwebs
can benefit your firm**

